Vola.ro

About Vola.ro

Romania's #1 online travel agency, with almost 90% brand recognition amongst Romanian travelers. A leader in online sales of flights.

Website

www.vola.ro

Goal

Measure the incremental impact of a YouTube campaign

Approach

Conversion lift experiment

Results

✓ Statistically significant conversion lift detected

✓ The high discrepancy between measured results and those calculated using algorithmic attribution models

"We have been having a feeling that the heuristic attribution models we use are not precise enough for measurement of display and video campaigns efficiency.

Algorithmic models, including data-driven model and Markov chains analysis, also tend to overestimate the channels with a high number of impressions.

This uncertainty made budget decisions very difficult when it came to this type of advertising.

The conversion lift experiment gave us credible, no-brainer data and we can now allocate budgets in prospecting campaigns with much higher confidence."

Weronika Radecka

Head of Performance Marketing Vola.ro

The campaign results are illustrative. Conversion data have been modified in order to preserve confidentiality.

Conversion lift experiment: Hard data, finally.

The post-click performance of YouTube campaigns is usually very low. Users simply don't click this type of ad. There are a number of post-view conversions but proper attribution, in this case, is usually a challenge.

Custom attribution models require arbitrary decisions regarding the importance of traffic sources on the conversion path and weights assigned to particular interactions (clicks, impressions or video views). Algorithmic models such as data-driven model or Markov chain analysis, often lead to the wrong conclusion, because they interpret correlations of interactions as causation.

Conversion lift experiments make possible to estimate the likelihood that a user will convert without being exposed to an ad vs. users who saw ads. This allows measuring the actual incremental effectiveness of the campaign.
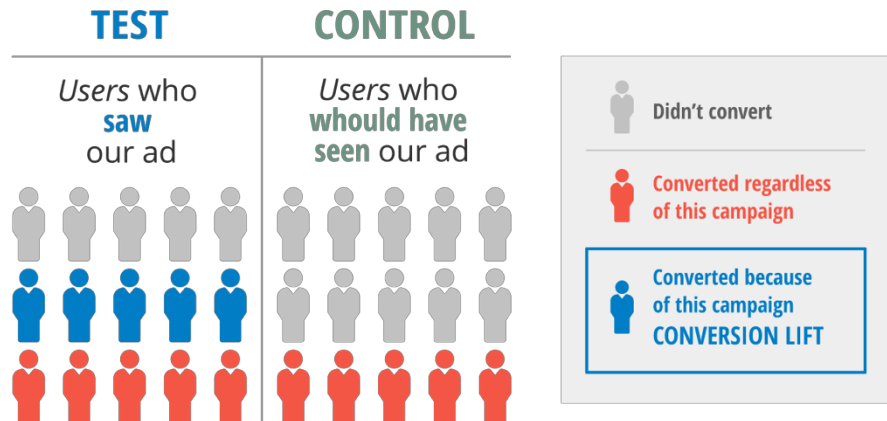
Vola.ro used conversion lift experiments in their YouTube advertising campaign. The campaign communicated that flights are cheapest if you book in January. It has generated several post-click conversions and a very high number of post-view conversions. However, 96% of these transactions had also SEM, social media and remarketing clicks on their conversion path, therefore we couldn't attribute them entirely to YouTube ads.

The conversion lift experiment has shown that the real impact was significantly lower than the number of post-view conversions. It has also shown the inaccuracy of algorithmic attribution models. However, it has well proved the efficiency of YouTube ads in driving sales, much beyond the post-click effect.

ATTRIBUTION MODEL	CONVERSIONS
Post-click (last click)	16
Post-view (last interaction)	1832
Post-view + View-through (last interaction)	2467
Linear Model (post-view)	1334
Markov Chains (post-view)	1240
Conversion lift	664